



Northville DDA - Marketing Committee
Thursday, October 6, 2022
8:30 am – Via Zoom

Join Zoom Meeting: <https://us02web.zoom.us/j/87001550167>
Meeting ID: [870 0155 0167](https://us02web.zoom.us/j/87001550167)
Mobile Connection: [1-301-715-8592](https://us02web.zoom.us/j/87001550167)

Meeting Agenda

1. Welcome from the Chair
2. Audience Comments (limit 3 minutes)
3. PR & Marketing efforts for September 2022
 - a. September Stats and Measurements (Attachment 3.a)
 - b. September PR Summary (Attachment 3.b)
 - c. September Ad in The 'Ville (Attachment 3.c)
4. Recap and News from Organizations
5. Next Meeting – Thursday, November 3, 2022

September 2022:

FACEBOOK:

Facebook Page Update:

Through September 29

Followers: 15,140 (188 more than last summary)

Demo:

- Women (81.8%)/ Men (18.2%)
- Age demo: 35-44 main demo with 45-54 next largest
- Top 10 cities followers are from: Northville (16.6%, Novi (9.4%), Livonia (7.7%), Plymouth, Canton, Farmington Hills, Westland, South Lyon, Detroit, & Commerce

Monthly Total Reach: 78,400

Monthly Page Views: 4,600

Monthly Post Engagement: 16,396 (925 reactions, 44 comments, 60 shares, 7,695 photo clicks, 782 link clicks)

Organic Post ~ Witches Night Out (with image)

Run date(s): September 29

Reach: 7,567

Reactions (likes, love, etc.): 132

Comments: 20

Shares: 27

Post Clicks: 339

Organic Post ~ Skeletons Are Alive launch party (with event link)

Run date(s): September 23

Reach: 10,656

Reactions (Likes, Love, etc.): 100

Comments: 10

Shares: 18

Post Clicks: 414

Organic Post ~ We are Getting Excited for Great White Buffalo (share of their behind-the-scenes post)

Run date(s): September 22

Reach: 6,079

Reactions (Likes, Love, etc.): 90

Comments: 11

Shares: 0

Post Clicks: 782

Organic Post ~ Reminder of Weekend Activities (with graphics)

Run date(s): August 8 (9:45 a.m.)

Reach: 6,761

Reactions (Likes, Love, etc.): 90

Comments: 7

Shares: 13

Post Clicks: 771

INSTAGRAM:

Followers: 5,821 (101 more followers since last summary)

77% women / 23% men

Age demo: 35-44 (32%), 25-34 (27.9%), 45-54 (20.6%)

Top Locations: Northville (23.1%), Novi (12.1%), Plymouth (9.1%), Livonia (5.7%) & Canton (3.8%)

Insights from last 30 days:

Reach: 6,619 (the number of unique accounts that have seen any of our posts)

- 4,091 followers / 2,528 non followers
- 9,160 posts / 3,684 Reels / 1,743 stories / 14 videos

Accounts Engaged: 1,061

- 944 Followers/117 non-followers

Account Activity: 1,455

- Profile visits: 1,391
- Website taps: 64
- Call Button Taps: 0

Impressions: 139, 290 (total number of times our posts have been seen)

Content Interactions: 2,977

Post Interactions: 2,293

- Likes: 1,880
- Comments: 49
- Saves: 98
- Shares: 175
- Story Interactions: 41
 - Replies: 23
 - Shares: 18
- Reel Interactions: 643
 - Likes: 542
 - Comments: 14
 - Shares: 70
 - Saves: 17

Top Post(s):

Based on likes

September 16 – Victorian Festival – shared post from Education Foundation

Reach: 3,345 (3,117 followers / 228 non followers)

Impressions: 4,264 (3,952 from home, 163 from profile, 70 from explore & 72 other)

Engagement: 280 (277 followers / 3 non-followers)

Post Interactions: 289

- Likes: 262
- Comments: 3
- Shares: 20
- Saved: 4

Profile Activity: 43

- Profile visits: 38
- Follows: 4
- Website taps: 1

September 13 – Maybury Bat Hike

Reach: 2,792 (2,764 followers / 28 non-followers)

Impressions: 3,040 (2,945 from home, 1 from location, 56 from profile & 38 other)

Engagement: 123 (121 followers / 2 non-followers)

Post Interactions: 149

- Likes: 88
- Shares: 43
- Comments: 2
- Saves: 16

Profile Activity: 28

- Profile visits: 24
- Website taps: 4

September 28 – Witches Night Out

Reach: 2,776 (2,716 followers / 60 non-followers)

Impressions: 3,027 (2,937 from home, 10 from hashtags, 23 from profile & 56 other)

Engagement: 179 (176 followers / 3 non-followers)

Post Interactions: 213

- Likes: 143
- Shares: 52
- Comments: 1
- Saves: 17

Profile Activity: 43

- Profile visits: 33
- Follows: 6
- Website taps: 4

TWITTER:

Followers: 1,032 (8 more from last summary)

Twitter does not provide many analytics.

Top Tweet(s):

September 21 – Upcoming Fall Events Reminder (with postcard images)

Likes: 4

Retweets: 1

September 22 – Save the Date! Skeletons

Likes: 0

Retweets: 2

ADVERTISING:**The Ville:**

Quarter page ads will be place in 12 issues of the magazine (May 2021-April 2022).

The 'Ville is mailed directly to every residential and business address – a total of nearly 21,000 – in the Northville Community, covering the 48167 and 48168 zip codes.

Northville Today:

- Quarter-page Ads in Northville Today
 - Q2: Ad for Supporting our businesses is main & center with a photo of social district (like we did for Maybury and Chamber ads) and tag with dates of summer concerts (MAILED WEEK OF JUNE 6)
 - Q3: SKELETONS Ad (MAILED WEEK OF SEPTEMBER 19)
 - Q4: A Holiday to Remember (MAILED WEEK OF DECEMBER 5)

DOWNTOWN NORTHVILLE PR / ADVERTISING SUMMARY September 2022:

PUBLICITY:

Press Releases Sent:

- Skeletons Are Alive Press Release

Upcoming Press Releases:

- Great White Buffalo Brewing Company opening

Press Received:

- September 19 – [Fox2](#) Preview article (website) on Skeletons
- September 23 – [Visit Detroit](#) Article on Things to Do in Detroit in October
- [Little Guide Detroit](#) article “6 Kid-Friendly Fall Activities in Northville

SOCIAL MEDIA:

- Continuing Business Spotlights every month to coincide.
- Facebook ~ Continued to maintain the page, including daily posts on business announcements and virtual events, etc.
- Instagram ~ Continued to maintain the page, including daily posts business announcements, etc.
- Twitter ~ Continued to maintain the page, including daily posts on business announcements, etc.

PAID ADVERTISING:

- Ad in September issue of The Ville (Skeletons)
- Ad in Q2 of Northville Today for Skeletons Event (mailed week of September 9)
- Boosted Facebook post for Skeletons Launch Party

UPCOMING PAID ADVERTISING:

PRINT:

- Quarter-page Ads in The Ville
 - 12-months of ¼-page ads.
 - Ad theme features a new shop or restaurant every month; November issue will be Holiday to Remember ad

- Quarter-page Ads in Northville Today
 - Mailed to 21,000 households
 - Q4: A Holiday to Remember (MAILED WEEK OF DECEMBER 5)

Downtown
Northville
Timeless with a twist

Attachment 3.c



11TH ANNIVERSARY
Skeletons are Alive



KICK OFF EVENT

**FRIDAY,
OCTOBER 7
6-9PM**

downtownnorthville.com

Photo credit: Rand Alive

SKELETONS • FOOD TRUCKS AND VENDORS • MUSIC • ENTERTAINMENT